



NEWS RELEASE



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Occupational Employment and Wages in Santa Rosa-Petaluma, May 2013

Workers in the Santa Rosa-Petaluma Metropolitan Statistical Area had an average (mean) hourly wage of \$23.59 in May 2013, about 6 percent above the nationwide average of \$22.33, according to the U.S. Bureau of Labor Statistics. Regional Commissioner Richard J. Holden noted that, after testing for statistical significance, wages in the local area were significantly higher than their respective national averages in 12 of the 22 major occupational groups, including construction and extraction, protective service, and healthcare practitioners and technical. No other group had an hourly wage significantly lower than its respective national average.

When compared to the nationwide distribution, local employment was more highly concentrated in 6 of the 22 occupational groups, including food preparation and serving related, management, and sales and related. Conversely, seven groups had employment shares significantly below their national representation, including computer and mathematical, transportation and material moving, and protective service. (See [table A](#) and box note at end of release.)

Table A. Occupational employment and wages by major occupational group, United States and the Santa Rosa-Petaluma Metropolitan Statistical Area, and measures of statistical significance, May 2013

Major occupational group	Percent of total employment		Mean hourly wage		
	United States	Santa Rosa	United States	Santa Rosa	Percent difference ⁽¹⁾
Total, all occupations	100.0%	100.0%	\$22.33	\$23.59*	6
Management	4.9	5.9*	53.15	52.04	-2
Business and financial operations	5.0	4.9	34.14	34.12	0
Computer and mathematical	2.8	1.6*	39.43	41.25*	5
Architecture and engineering	1.8	1.8	38.51	41.56*	8
Life, physical, and social science	0.9	0.8	33.37	33.18	-1
Community and social services	1.4	1.7*	21.50	23.35	9
Legal	0.8	0.5*	47.89	56.50	18
Education, training, and library	6.3	6.4	24.76	23.70	-4
Arts, design, entertainment, sports, and media	1.3	1.4	26.72	25.33	-5
Healthcare practitioner and technical	5.8	5.9	35.93	39.77*	11
Healthcare support	3.0	2.9	13.61	16.95*	25
Protective service	2.5	1.6*	20.92	26.78*	28

Note: See footnotes at end of table.

Table A. Occupational employment and wages by major occupational group, United States and the Santa Rosa-Petaluma Metropolitan Statistical Area, and measures of statistical significance, May 2013 - Continued

Major occupational group	Percent of total employment		Mean hourly wage		
	United States	Santa Rosa	United States	Santa Rosa	Percent difference ⁽¹⁾
Food preparation and serving related	9.0	10.6*	10.38	11.16*	8
Building and grounds cleaning and maintenance	3.2	3.8*	12.51	14.74*	18
Personal care and service.....	3.0	3.0	11.88	14.38*	21
Sales and related	10.6	11.6*	18.37	18.97	3
Office and administrative support.....	16.2	15.5*	16.78	19.24*	15
Farming, fishing, and forestry.....	0.3	1.3*	11.70	11.57	-1
Construction and extraction	3.8	3.9	21.94	27.96*	27
Installation, maintenance, and repair	3.9	3.3*	21.35	23.70*	11
Production	6.6	6.0*	16.79	17.50*	4
Transportation and material moving.....	6.8	5.6*	16.28	16.69	3

⁽¹⁾ A positive percent difference measures how much the mean wage in Santa Rosa is above the national mean wage, while a negative difference reflects a lower wage.

* The percent share of employment or mean hourly wage for this area is significantly different from the national average of all areas at the 90-percent confidence level.

One occupational group—management—was chosen to illustrate the diversity of data available for any of the 22 major occupational categories. Santa Rosa-Petaluma had 10,480 jobs in management, accounting for 5.9 percent of local area employment, significantly higher than the 4.9-percent share nationally. The average hourly wage for this occupational group locally was \$52.04, compared to the national wage of \$53.15.

Some of the largest detailed occupations within the management group included general and operations managers (3,760), financial managers (810), and sales managers (690). Among the higher paying jobs were chief executives and natural sciences managers, with mean hourly wages of \$90.13 and \$89.61, respectively. At the lower end of the wage scale were food service managers (\$26.07) and lodging managers (\$30.77). (Detailed occupational data for management are presented in [table 1](#); for a complete listing of detailed occupations available go to www.bls.gov/oes/2013/may/oes_42220.htm.)

Location quotients allow us to explore the occupational make-up of a metropolitan area by comparing the composition of jobs in an area relative to the national average. (See [table 1](#).) For example, a location quotient of 2.0 indicates that an occupation accounts for twice the share of employment in the area than it does nationally. In the Santa Rosa-Petaluma Metropolitan Statistical Area, above average concentrations of employment were found in some of the occupations within the management group. For instance, food service managers were employed at 1.9 times the national rate in Santa Rosa, and industrial production managers, at 1.6 times the U.S. average. On the other hand, chief executives had a location quotient of 1.0 in Santa Rosa, indicating that this particular occupation's local and national employment shares were similar.

These statistics are from the Occupational Employment Statistics (OES) survey, a federal-state cooperative program between BLS and State Workforce Agencies, in this case, the California Employment Development Department.

Note

OES wage and employment data for the 22 major occupational groups in the Santa Rosa metropolitan statistical area were compared to their respective national averages based on statistical significance testing. Only those occupations with wages or employment shares above or below the national wage or share after testing for significance at the 90-percent confidence level meet the criteria.

NOTE: A value that is statistically different from another does not necessarily mean that the difference has economic or practical significance. Statistical significance is concerned with the ability to make confident statements about a universe based on a sample. It is entirely possible that a large difference between two values is not significantly different statistically, while a small difference is, since both the size and heterogeneity of the sample affect the relative error of the data being tested.

Technical Note

The Occupational Employment Statistics (OES) survey is a semiannual mail survey measuring occupational employment and wage rates for wage and salary workers in nonfarm establishments in the United States. Guam, Puerto Rico, and the Virgin Islands are also surveyed, but their data are not included in the national estimates. OES estimates are constructed from a sample of about 1.2 million establishments. Forms are mailed to approximately 200,000 sampled establishments in May and November each year for a 3-year period. May 2013 estimates are based on responses from six semiannual panels collected in May 2013, November 2012, May 2012, November 2011, May 2011, and November 2010. The overall national response rate for the six panels is 75.3 percent based on establishments and 71.6 percent based on employment. The sample in the Santa Rosa-Petaluma Metropolitan Statistical Area included 2,197 establishments with a response rate of 76 percent. For more information about OES concepts and methodology, go to www.bls.gov/news.release/ocwage.tn.htm.

The OES survey provides estimates of employment and hourly and annual wages for wage and salary workers in 22 major occupational groups and 821 detailed occupations for the nation, states, metropolitan statistical areas, metropolitan divisions, and nonmetropolitan areas. In addition, employment and wage estimates for 94 minor groups and 458 broad occupations are available in the national data. OES data by state and metropolitan/nonmetropolitan area are available from www.bls.gov/oes/current/oessrcst.htm and www.bls.gov/oes/current/oessrcma.htm , respectively.

The May 2013 OES estimates are based on the 2010 Standard Occupational Classification (SOC) system and the 2012 North American Industry Classification System (NAICS). Information about the 2010 SOC is available on the BLS website at www.bls.gov/soc and information about the 2012 NAICS is available at www.bls.gov/bls/naics.htm .

Area definitions

The substate area data published in this release reflect the standards and definitions established by the U.S. Office of Management and Budget.

The Santa Rosa-Petaluma, Calif. Metropolitan Statistical Area includes Sonoma County.

Additional information

OES data are available on our regional web page at www.bls.gov/ro9/home.htm. Answers to frequently asked questions about the OES data are available at www.bls.gov/oes/oes_ques.htm. Detailed technical information about the OES survey is available in our Survey Methods and Reliability Statement on the BLS website at www.bls.gov/oes/2013/may/methods_statement.pdf. Information in this release will be made available to sensory impaired individuals upon request – Voice phone: 202-691-5200; Federal Relay Service: 1-800-877-8339.

Table 1. Employment and wage data from the Occupational Employment Statistics survey, by occupation, Santa Rosa-Petaluma Metropolitan Statistical Area, May 2013

Occupation ⁽¹⁾	Employment		Mean wages	
	Level ⁽²⁾	Location quotient ⁽³⁾	Hourly	Annual ⁽⁴⁾
Management Occupations	10,480	1.2	\$52.04	\$108,250
Chief Executives	330	1.0	90.13	187,470
General and Operations Managers	3,760	1.4	53.03	110,300
Legislators	40	0.5	⁽⁵⁾	52,730
Advertising and Promotions Managers	30	0.8	46.07	95,830
Marketing Managers	220	0.9	61.72	128,370
Sales Managers	690	1.5	51.73	107,600
Public Relations and Fundraising Managers	40	0.6	36.39	75,680
Administrative Services Managers	450	1.2	40.81	84,880
Computer and Information Systems Managers	230	0.5	55.16	114,730
Financial Managers	810	1.2	56.45	117,420
Industrial Production Managers	350	1.6	53.66	111,610
Purchasing Managers	90	0.9	50.98	106,030
Transportation, Storage, and Distribution Managers	150	1.1	42.65	88,720
Human Resources Managers	160	1.1	51.35	106,810
Farmers, Ranchers, and Other Agricultural Managers	40	7.4	47.39	98,580
Construction Managers	310	1.1	58.86	122,420
Education Administrators, Preschool and Childcare Center/Program	110	1.7	30.86	64,190
Education Administrators, Elementary and Secondary School	230	0.8	⁽⁵⁾	92,400
Education Administrators, Postsecondary	220	1.3	45.97	95,610
Education Administrators, All Other	90	2.1	36.49	75,910
Architectural and Engineering Managers	280	1.1	69.15	143,830
Food Service Managers	480	1.9	26.07	54,230
Lodging Managers	70	1.6	30.77	64,000
Medical and Health Services Managers	410	1.0	55.11	114,630
Natural Sciences Managers	70	1.0	89.61	186,400
Property, Real Estate, and Community Association Managers	310	1.4	42.03	87,430
Social and Community Service Managers	190	1.2	36.44	75,790
Managers, All Other	280	0.6	60.33	125,480

⁽¹⁾ For a complete listing of all detailed occupations in Santa Rosa-Petaluma, CA, see www.bls.gov/oes/current/oes_42220.htm.

⁽²⁾ Estimates for detailed occupations do not sum to the totals because the totals include occupations not shown separately. Estimates do not include self-employed workers.

⁽³⁾ The location quotient is the ratio of the area concentration of occupational employment to the national average concentration. A location quotient greater than one indicates the occupation has a higher share of employment than average, and a location quotient less than one indicates the occupation is less prevalent in the area than average.

⁽⁴⁾ Annual wages have been calculated by multiplying the hourly mean wage by a 'year-round, full-time' hours figure of 2,080 hours; for those occupations where there is not an hourly mean wage published, the annual wage has been directly calculated from the reported survey data.

⁽⁵⁾ Estimate not released.